AMENDMENTS TO THE CLAIMS

The listing of the claims provided below replaces all prior versions of the claims.
Please amend the claims as follows:

1. (Currently Amended) A method of producing a lenticular novelty item
interactively via the Internet, the method comprising the steps of:

transmitting a plurality of graphic images indicative of a plurality of predetermined
theme choices from a server to a client device via the Internet;

receiving a theme identifier and a digital image at the server from the client device via
the Internet, the theme identifier identifying one of the plurality of predetermined theme
choices, the identified theme including a plurality of foreground images, an interior image,
and a plurality of background images;

interleaving the interior image with the received digital image to create a lenticular
composite interior image;

interleaving the plurality of foreground images to create a lenticular composite
foreground image;

interleaving the plurality of background images to create a lenticular composite
background image;

receiving a digital image at the server from the client device via the Internet;

digitally combining at least a portion of the lenticular composite interior image, at
least a portion of the lenticular composite background image, at least a portion of the received
digital image, and at least a portion of the lenticular composite foreground image, and
interleaving the interior image with the received digital image, to create a themed final
lenticular composite image;

printing the final lenticular composite image to produce a printed image;

affixing a lenticular surface to the printed image to produce the lenticular novelty
item;

receiving a shipping address at the server from the client device via the Internet; and
causing the lenticular novelty item to be shipped to the shipping address.

2. (Currently Amended) A method as defined in claim 1, further comprising the step of transmitting a graphical representation of the themed final lenticular composite image to the client device via the Internet.

3. (Currently Amended) A method as defined in claim 2, wherein the step of transmitting a graphical representation of the themed final lenticular composite image comprises the step of transmitting data indicative of a plurality of two dimensional frames sequenced to produce a three dimensional illusion representing the themed final lenticular composite image.

4. (Currently Amended) A method as defined in claim 1, wherein the step of digitally combining comprises the steps of:

retrieving a the lenticular composite background image;

retrieving a the lenticular composite foreground image;

deleting a portion of the lenticular composite background image to create a specialized background image, the portion of the lenticular composite background image deleted being dependant on the captured received digital image;

deleting a portion of the received digital image to create a specialized interior image, the portion of the received digital image deleted being dependant on the lenticular composite foreground image; and

digitally combining the specialized background image, the specialized interior image, and the lenticular composite foreground image to create the themed final lenticular composite image.

5. (Cancelled)

6. (Original) A method as defined in claim 1, further comprising the step of printing a lenticular registration mark on the printed image, the lenticular registration mark facilitating rotational positioning of the lenticular surface on the printed image and axial positioning of

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the lenticular surface on the printed image.

7. (Currently Amended) A method as defined in claim ~~1~~23, wherein the step of affixing a lenticular surface to the printed image comprises the step of affixing a lenticular surface including an adhesive material exposed by peeling back a cover layer.

8. (Currently Amended) An apparatus for producing a <u>themed</u> lenticular novelty item interactively via the Internet, the apparatus comprising:

a network receiver structured to receive a theme identifier and a digital image, the theme identifier identifying one of a plurality of predetermined themes;

a memory device operatively coupled to the network receiver, the memory device storing <u>an interlacer module, an integration module, a received theme identifier and digital image,</u> a <u>lenticular composite</u> foreground image, an interior image, and a <u>lenticular composite</u> background image ~~associated with~~, the images corresponding to the identified theme;

a <u>controller</u> ~~an integration module~~ operatively coupled to the network receiver and the memory module, the <u>controller being structured to execute an interlacer module and an integration module,</u>

the interlacer module structured to cause the controller to generate a composite interior image using the received digital image and the interior image stored in the memory device; and

the integration module ~~being~~ structured to <u>cause the controller to:</u>

<u>retrieve the lenticular composite foreground image, the composite interior image, and the lenticular composite background image;</u>

<u>delete a portion of the lenticular composite background image, the deleted portion of the lenticular composite background image overlapping with the lenticular composite interior image;</u>

<u>delete a portion of the lenticular composite interior image, the deleted portion of the lenticular composite interior image overlapping with the lenticular composite foreground image; and</u>

combine at least a portion of the lenticular composite background image, at least a portion of the lenticular composite foreground image, and at least a portion of the lenticular composite interior image to generate a final lenticular composite image

~~an interlacer structured to generate a composite interior image using the received digital image and the interior image stored in the memory device; and~~

~~a printer driver operatively coupled to the integration module, the printer driver being structured to cause a printer to print the final lenticular composite image~~.

9. (Currently Amended) An apparatus as defined in claim 8, wherein the interlacer module is further structured to generate a lenticular composite background image and a lenticular composite foreground image.

10. (Cancelled)

11. (Currently Amended) An apparatus as defined in claim 8, wherein the integration module is structured to:

retrieve a~~a~~the lenticular composite background image;

retrieve a~~a~~the lenticular composite foreground image;

delete a portion of the lenticular composite background image to create a specialized background image, the portion of the lenticular composite background image deleted being dependant on the received digital image;

delete a portion of the received digital image to create a specialized interior image, the portion of the received digital image deleted being dependant on the lenticular composite foreground image; and

digitally combine the specialized background image, the specialized interior image, and the lenticular composite foreground image to create the <u>themed</u> final lenticular composite image.

12. (Currently Amended) An apparatus as defined in claim ~~8~~<u>25</u>, wherein the printer driver is structured to print a lenticular registration mark on the <u>themed</u> final lenticular

composite image, the lenticular registration mark facilitating rotational positioning of the lenticular surface on the themed_final lenticular composite image and axial positioning of the lenticular surface on the themed_final lenticular composite image.

13. (Currently Amended) An apparatus as defined in claim 8, further comprising a network transmitter operatively coupled to the integration module, the network transmitter being structured to transmit a graphical representation of the themed_final lenticular composite image to a client device via the Internet.

14. (Currently Amended) An apparatus as defined in claim 13, wherein the graphical representation of the themed_final lenticular composite image comprises data indicative of a plurality of two dimensional frames sequenced to produce a three dimensional illusion.

15. (Currently Amended) A method of producing a lenticular novelty item interactively via the Internet, the method comprising the steps of:

receiving a theme identifier and a digital image at the server from the client device via the Internet, the theme identifier identifying one of the plurality of predetermined theme choices, the identified theme including a plurality of foreground images, an interior image, and a plurality of background images;

generating a lenticular composite background image and a lenticular composite foreground image, the images corresponding to the identified theme;

~~generating a lenticular composite foreground image;~~

~~receiving a digital image at a server from a client device via the Internet after the steps of generating the lenticular composite background image and the lenticular composite foreground image;~~

interlacing the digital image with an interior image to generate a lenticular composite interior image, the interior image corresponding to the selected theme;

deleting a portion of the lenticular composite background image to create a specialized background image, the portion of the lenticular composite background image deleted being masked by an overlapping portion of the lenticular composite interior image

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~~dependant on the received digital image~~;

deleting a portion of the <u>lenticular composite interior image</u> ~~received digital image~~ to create a specialized ~~digital~~ <u>interior</u> image, the portion of the ~~received digital~~ <u>lenticular composite interior</u> image deleted being <u>masked by an overlapping portion of</u> ~~dependant on~~ the lenticular composite foreground image;

digitally combining the specialized background image, the specialized digital image, and the lenticular composite foreground image to create a multiple lenticular composite image~~;~~

~~printing the multiple lenticular composite image to produce a printed image;~~

~~affixing a lenticular surface to the printed image to produce the lenticular novelty item;~~

~~receiving a shipping address at the server from the client device via the Internet; and~~

~~causing the lenticular novelty item to be shipped to the shipping address.~~

16. (Previously Presented) A method as defined in claim 15, further comprising the step of transmitting a graphical representation of the multiple lenticular composite image to the client device via the Internet.

17. (Previously Presented) A method as defined in claim 16, wherein the step of transmitting a graphical representation of the multiple lenticular composite image comprises the step of transmitting data indicative of a plurality of two dimensional frames sequenced to produce a three dimensional illusion representing the multiple lenticular composite image.

18-20. (Cancelled)

21. (Original) A method as defined in claim 15, further comprising the step of printing a lenticular registration mark on the printed image, the lenticular registration mark facilitating rotational positioning of the lenticular surface on the printed image and axial positioning of the lenticular surface on the printed image.

22. (Currently Amended)   A method as defined in claim ~~15~~23, wherein the step of affixing a lenticular surface to the printed image comprises the step of affixing a lenticular surface including an adhesive material exposed by peeling back a cover layer.

23. (New) A method as defined in claim 1, further comprising receiving a shipping address at the server from the client device via the Internet.

24. (New) A method as defined in claim 23, further comprising causing the lenticular novelty item to be shipped to the shipping address.

25. (New) A method as defined in claim 8, further comprising a printer driver operatively coupled to the integration module, the printer driver being structured to cause a printer to print the themed final lenticular composite image.

26. (New) A method as defined in claim 15, further comprising:

printing the multiple lenticular composite image to produce a printed image;

affixing a lenticular surface to the printed image to produce the lenticular novelty item;

receiving a shipping address at the server from the client device via the Internet; and

causing the lenticular novelty item to be shipped to the shipping address.